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Hasbro Unveils Comprehensive Paper Procurement Policy as Part of Ongoing Commitment to Industry Leadership in Environmental Sustainability

Hasbro's owned and operated U.S. manufacturing facility obtains Forest Stewardship Council (FSC) certification

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](http://www.hasbro.com/corporate/corporate-social-responsibility/Hasbro-Paper-and-Forest-Products-Procurement-Policy.cfm) (NASDAQ:HAS) today unveiled a new Paper and Forest Procurement Policy (PFPP) <http://www.hasbro.com/corporate/corporate-social-responsibility/Hasbro-Paper-and-Forest-Products-Procurement-Policy.cfm> intended to ensure that procurement decisions align with the Company's commitment to environmental sustainability and support sustainable forest management.

The PFPP reiterates the Company goal of industry-leading 90 percent usage of paper packaging and in-box game content derived from recycled material or sources that practice sustainable forest management by 2015. The policy also sets stringent vendor requirements for credible third party certification (such as the Forest Stewardship Council) of fiber. In addition, as one facet of the PFPP's standards related to avoiding fiber from controversial sources, the Company is requiring that no sources of Mixed Tropical Hardwood (MTH) virgin fiber be used in products, including packaging. Earlier this year, Hasbro directed suppliers to stop using paper coming from unsustainably managed forests.

"Hasbro's new Policy, together with the processes we have put in place to ensure successful implementation and monitoring, will help ensure that the paper and wood fiber sourced for our products are sustainable," said Kathrin Belliveau, Hasbro's Vice President, Corporate Responsibility and Government Affairs. "We view leadership in the area of corporate social responsibility as both a strategic goal and the right thing to do, and our new PFPP is yet one more very tangible example of how we are committed to continuous improvement in a range of important CSR areas."

Prior to announcing the specifics of the policy, Hasbro conducted rigorous reviews of its supply chain and met with various stakeholders, both within the supply chain and in the environmental community, to evaluate the best possible policy.

The company has also taken the additional step of achieving FSC certification for its U.S. manufacturing facility and is pursuing similar certification for its manufacturing facility in Ireland.

"We applaud Hasbro's efforts to support responsible management of the forests and communities that produce the resources for its packaging," said Dr. Robert J. Hrubes, Senior Vice President of Scientific Certification Systems (SCS), a global leader in independent certification and verification of environmental, sustainability, stewardship, food quality, food safety and food purity claims.

The new PFPP and manufacturing facility certification build upon the Company's November, 2010 announcement of new environmental sustainability goals, which included the 2011 elimination of wire ties in packaging; and the aforementioned goal of 90 percent usage of paper packaging and in-box game content derived from recycled material or sources that practice sustainable forest management. For 2011, the goal is 75 percent.

About Hasbro

[Hasbro](http://www.hasbro.com) (NASDAQ:HAS - [News](#)) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ:DISCA - [News](#)) launched on October 10, 2010. The online home of The Hub is www.hubworld.com. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2011 Hasbro, Inc. All Rights Reserved.

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